



## DATA CARD

EMAIL US: [events@planetstreet.com](mailto:events@planetstreet.com)

Connecting Consumers to Local Events,  
Festivals, & Brand Promotions

**4,500,000 DOUBLE OPT-IN  
EMAIL ADDRESSES**

### UPDATE CYCLE

**SCRUBBED AND MAINTAINED DAILY,  
NEW NAMES ADDED WEEKLY.**

#### **CANCELLATION POLICY:**

Orders cancelled after original mail date  
require payment in full. For orders cancelled  
prior to original mail date, please inquire.

#### **BROADCASTING & ONLINE TRACKING REPORTS ARE INCLUDED**

Standard Broker Commission.....	20%
Guest List Management.....	Included
Personalization.....	Included
Suppression.....	Included
Hosting of Images/Creative.....	Included
Creative Design.....	\$250/Hour

### PRICING

**\$50/CPM**

Broker Commission 20%  
Minimum Order: \$5K

#### SAMPLING OF AVAILABLE LISTS:

**The Macallan® National List (750K)**  
**Johnnie Walker® National List (500K)**  
**Rémy Martin National List (250K)**  
**HBO National List (100K)**

- Atlantic City (7.2K)
- Atlanta (11K)
- Austin (120K)
- Boston (20K)
- Chicago (73K)
- Cleveland (18.5K)
- Dallas (188K)
- District of Columbia (84K)
- Denver (52K)
- Detroit (180K)
- Ft. Lauderdale (64K)
- Houston (37K)
- Indianapolis (17K)
- Kansas City (43K)
- Las Vegas (193K)
- Los Angeles (274K)
- Miami (128K)
- Minneapolis (42K)
- Nashville (59K)
- New York City (106K)
- Oakland (11K)
- Phoenix (42K)
- San Diego (252K)
- San Francisco (548K)
- San Jose/Silicon Valley (101K)
- Seattle (10K)
- St. Louis (46K)

### DATABASE INFORMATION

Planet Street Digital is the leading source for connecting young professional adults who are trend-setters looking for what's new and different in entertainment, style, food, electronic, fashion, and drink.

Planet Street Digital works closely with partners in the nightclub, entertainment, movie and music industries to manage their data and provide creative services. Planet Street Digital is a local and national nightlife and lifestyle marketing events company that has a following of dedicated consumers who are active on the social scene.

The database is comprised of consumers who attend nightlife events and have contributed their information through opt-in guest lists, VIP lists, weekly newsletters, ticket sales, subscriptions and other registration methods used by our extensive network of club and nightlife websites. Planet Street Digital is a boutique online advertising firm that can create, design and execute high impact email campaigns and also has over 4.5 million devoted followers ready to engage with your brand.



**GUINNESS**



*The*  
**MACALLAN** shoedazzle\*



JOHNNIE WALKER. RÉMY MARTIN